

JURIEN BAY ENTRY STATEMENT

Concept by Caroline Salmon Art Design by M. S. Tharra

Contact 0428271019

When envisioning an entry statement for the township of Jurien Bay I began by listing all the natural and man-made features, geographical landforms, local industry and flora and fauna found in our local region and inherent in our concept of what makes up our town and what it means to us.

While a multi-faceted entry statement including all these items proudly on show explains what is in Jurien and its surrounds, it may not capture the essence of the town or promote a special 'VIBE' when people drive in.

Simplifying these features into two groups results in the Shire of Dandaragan licence plate wording of 'Bush to Beach'. This is from where I have drawn my entry statement concept.

A world famous tourist drawcard sits within 30mins of the town down Jurien East Rd. It contains the largest collection of native flora in the southern hemisphere with 900 varieties growing. This is Mt Lesueur. When my family purchased our acreage 5 mins from town in Alta Mare we were amazed to find spring bringing us Kangaroo Paws, Cats Paws, Lambs Poison, various Grevillea, Purple Flags, Conostylis, Orchids like Donkey, Cowslip, Spider and Queen of Sheba and Fringe Lillies to name just a few of the native wildflowers of our region growing in our limestone outcrops.

Visually stunning, these wildflowers in the locale of our town are special. Their form, their colour and their variety, bringing feelings of positivity and individuality.

Flowers have been used by humans to beautify their environment throughout history. They have been used for romance, ritual and religion. They are used in many occasions of celebration like weddings, births, birthdays,

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anniversaries, life successes, for remembrance in our war services and just simply for brightening and beautifying through interior and exterior house decoration.

Along with being a direct part of our identity, our local wildflowers could be used in our Jurien Bay entry statement to evoke feelings of celebration and beauty as people pass through the town.

I envision tall, metal, double sided sculptures of our local wildflowers “growing” either side of our northern and southern town limits. These could be made of laser cut metal essentially two-dimensional, or more three-dimensional sculptures could be constructed depending on the \$\$\$ factor of course. A horizontal, turquoise, waveshaped signage with lettering saying “Welcome to Jurien Bay” and “Bush and Beach” would be at the bottom of the wildflowers (see illustration 1). Due to the singularity of the flowers the footprint of the entry statement can be as small or large as required.

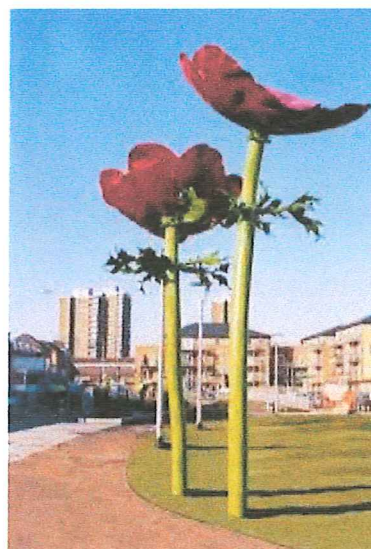
I also think several of these wildflowers scattered along the traffic islands between IGA and the Police and Shire buildings would add to this vibe (see illustration 2). These wildflowers would be at a height so as not to affect driver viewing and spaced sufficiently not to affect pedestrian safety and would add further colour and self-identity to the town. (A zebra crossing could be incorporated for the school children at this point following the wildflower theme).

The new jetty area could also be included with small touches of the wildflowers incorporated here to continue the theme (see illustration 3).

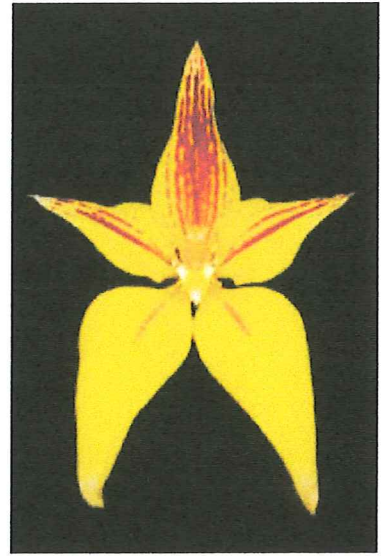
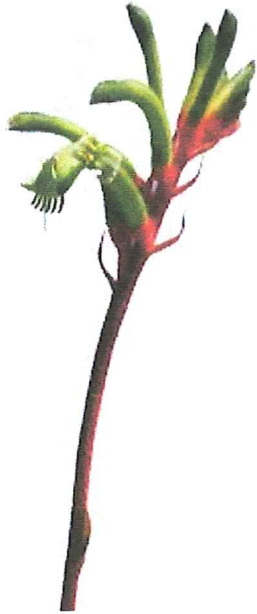
Many people each year travel through Jurien on their wildflower trail during the spring flower season. This entry statement and traffic island display would make us a focus town in this annual tourist trail.

The following pages contain images of other towns or artists that have created large sculptural flowers.





Some of our local wildflowers



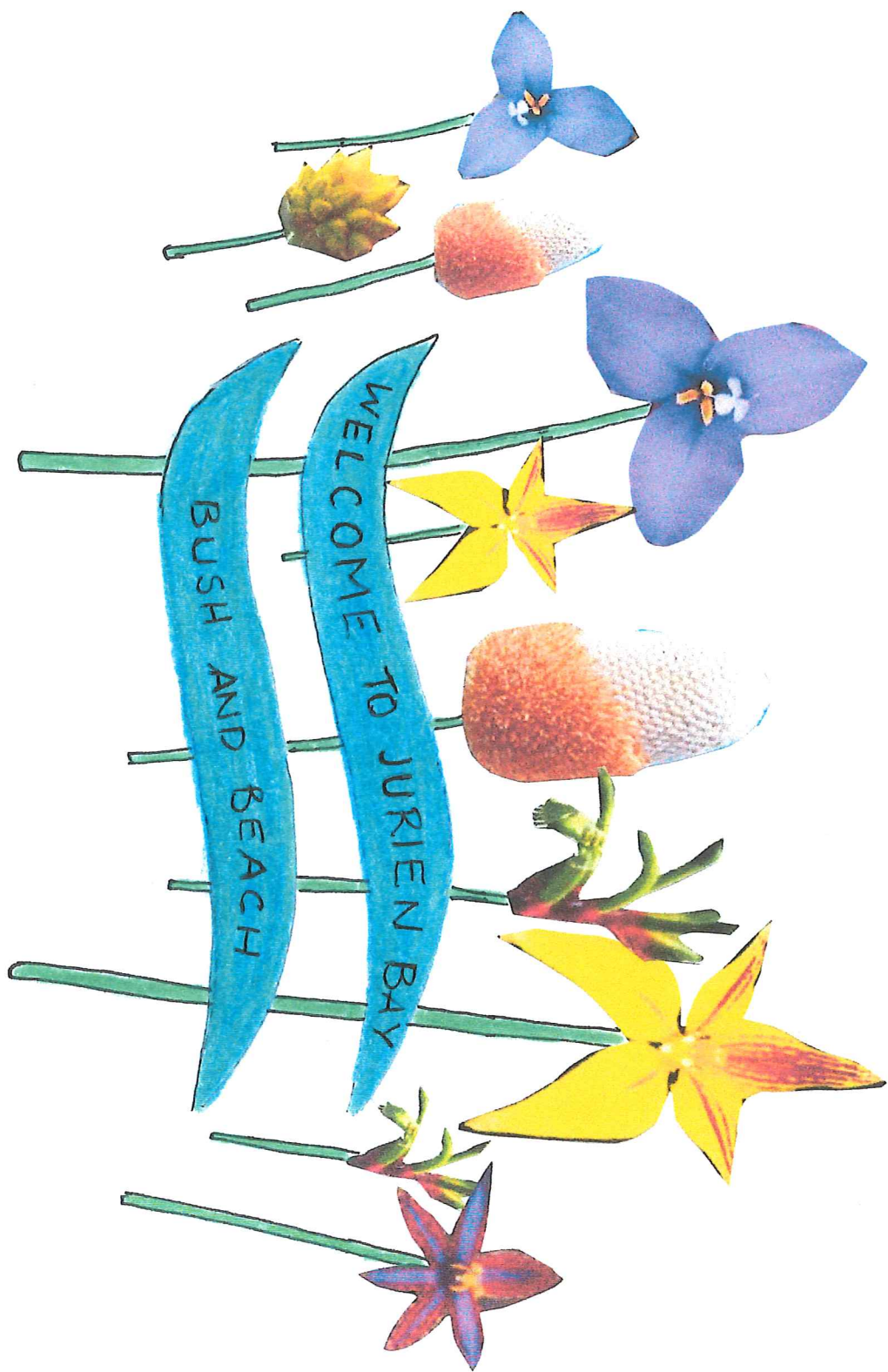


ILLUSTRATION 1.

ILLUSTRATION 2



ILLUSTRATION 3



ILLUSTRATION 1

